

## ORDER



**Orders**  
**Order / Rev:** 715920  
**Alt Order #:** 06331678  
**Product Desc:** CRAVAACK FOR CONGRESS  
**Estimate:** C16C22  
**Flight Dates:** 10/16/12 - 10/22/12  
**Original Date / Rev:** 09/21/12 / 09/24/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** CRAVAACK, C / R / CON  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	44	\$19,575.00	\$16,638.75
10/22/12	10/28/12	11	\$4,700.00	\$3,995.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	55	\$24,275.00	\$20,633.75	0.00
<b>Totals</b>	<b>55</b>	<b>\$24,275.00</b>	<b>\$20,633.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/19/12	10/19/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$575.00		0.00			
E 2	KARE	10/19/12	10/19/12	M-F 2-3p The Doctors	CM	2P-3P	----F--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					2	\$175.00		0.00			
E 3	KARE	10/19/12	10/19/12	M-F 4-430p KARE 11 4 News	CM	4-430P	----F--	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$250.00		0.00			
E 4	KARE	10/19/12	10/19/12	M-F 430-5p Jeopardy	CM	430-5P	----F--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					2	\$600.00		0.00			
E 5	KARE	10/19/12	10/19/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			

Order / Rev: 715920  
 Alt Order #: 06331678  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C16C22  
**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	KARE	10/19/12	10/19/12	M-F 9-10a TODAY	CM	9-10a	----F--	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	2		\$175.00		0.00						
E 7	KARE	10/22/12	10/22/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	2	\$575.00	P-2	0.00	NM	2	\$1,150.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$575.00		0.00						
E 8	KARE	10/22/12	10/22/12	M-F 2-3p The Doctors	CM	2P-3P	M-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$175.00		0.00						
E 9	KARE	10/22/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	M-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
4P NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$250.00		0.00						
E 10	KARE	10/22/12	10/22/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$600.00		0.00						
E 11	KARE	10/22/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
E 12	KARE	10/22/12	10/22/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
KARE11-1ST EDT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$200.00		0.00						
E 13	KARE	10/22/12	10/22/12	M-F 9-10a TODAY	CM	9-10a	M-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
TODAY 11															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	2		\$175.00		0.00						
E 14	KARE	10/20/12	10/20/12	Sat 5-530p KARE 11 5 News Sa	CM	5-530P	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
KARE11NWS-5 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$500.00		0.00						
E 15	KARE	10/20/12	10/20/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-6 SA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	1		\$700.00		0.00						
E 16	KARE	10/20/12	10/20/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
KARE11 NWS SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-	2		\$500.00		0.00						
E 17	KARE	10/21/12	10/21/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
KARE11NWS-5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S	1		\$700.00		0.00						
E 18	KARE	10/18/12	10/18/12		CM	1035pm-1135pm	---T---	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00

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Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C16C22

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Tonight Show											
				Tonight Show											
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$575.00		0.00						
E 19	KARE	10/18/12	10/18/12	M-F 2-3p The Doctors	CM	2P-3P	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$175.00		0.00						
E 20	KARE	10/18/12	10/18/12	M-F 4-430p KARE 11 4 News	CM	4-430P	---T---	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				4P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$250.00		0.00						
E 21	KARE	10/18/12	10/18/12	M-F 430-5p Jeopardy	CM	430-5P	---T---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$600.00		0.00						
E 22	KARE	10/18/12	10/18/12	M-F 5-530p KARE 11 5 News	CM	5-530p	---T---	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				KARE11NWS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,200.00		0.00						
E 23	KARE	10/18/12	10/18/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---T---	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				KARE11-1ST EDT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$200.00		0.00						
E 24	KARE	10/18/12	10/18/12	M-F 9-10a TODAY	CM	9-10a	---T---	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				TODAY 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	2		\$175.00		0.00						
E 25	KARE	10/16/12	10/16/12	Tonight Show	CM	1035pm-1135pm	-T-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$575.00		0.00						
E 26	KARE	10/16/12	10/16/12	M-F 2-3p The Doctors	CM	2P-3P	-T-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	2		\$175.00		0.00						
E 27	KARE	10/16/12	10/16/12	M-F 4-430p KARE 11 4 News	CM	4-430P	-T-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				4P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$250.00		0.00						
E 28	KARE	10/16/12	10/16/12	M-F 430-5p Jeopardy	CM	430-5P	-T-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	2		\$600.00		0.00						
E 29	KARE	10/16/12	10/16/12	M-F 5-530p KARE 11 5 News	CM	5-530p	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				KARE11NWS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$1,200.00		0.00						
E 30	KARE	10/16/12	10/16/12		CM	5-6a	-T-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00

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 Alt Order #: 06331678  
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: CRAVAACK, C / R / CON  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C16C22

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 5-6a											
				KARE First Edition M-F											
				KARE11-1ST EDT											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	1		\$200.00		0.00						
E 31	KARE	10/16/12	10/16/12	M-F 9-10a	CM	9-10a	-T-----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				TODAY											
				TODAY 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-T-----	2		\$175.00		0.00						
E 32	KARE	10/17/12	10/17/12	Tonight Show	CM	1035pm-1135pm	--W----	:30	2	\$575.00	P-2	0.00	NM	2	\$1,150.00
				Tonight Show		(10:35 PM-11:35 PM)									
				TONIGHT SHOW											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	2		\$575.00		0.00						
E 33	KARE	10/17/12	10/17/12	M-F 2-3p	CM	2P-3P	--W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	2		\$175.00		0.00						
E 34	KARE	10/17/12	10/17/12	M-F 4-430p	CM	4-430P	--W----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
				KARE 11 4 News											
				4P NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$250.00		0.00						
E 35	KARE	10/17/12	10/17/12	M-F 430-5p	CM	430-5P	--W----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
				Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	2		\$600.00		0.00						
E 36	KARE	10/17/12	10/17/12	M-F 5-530p	CM	5-530p	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
				KARE 11 5 News											
				KARE11NWS-5											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
E 37	KARE	10/17/12	10/17/12	M-F 9-10a	CM	9-10a	--W----	:30	2	\$175.00	P-2	0.00	NM	2	\$350.00
				TODAY											
				TODAY 11											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	2		\$175.00		0.00						
													Totals	55	\$24,275.00